

Creative Brief

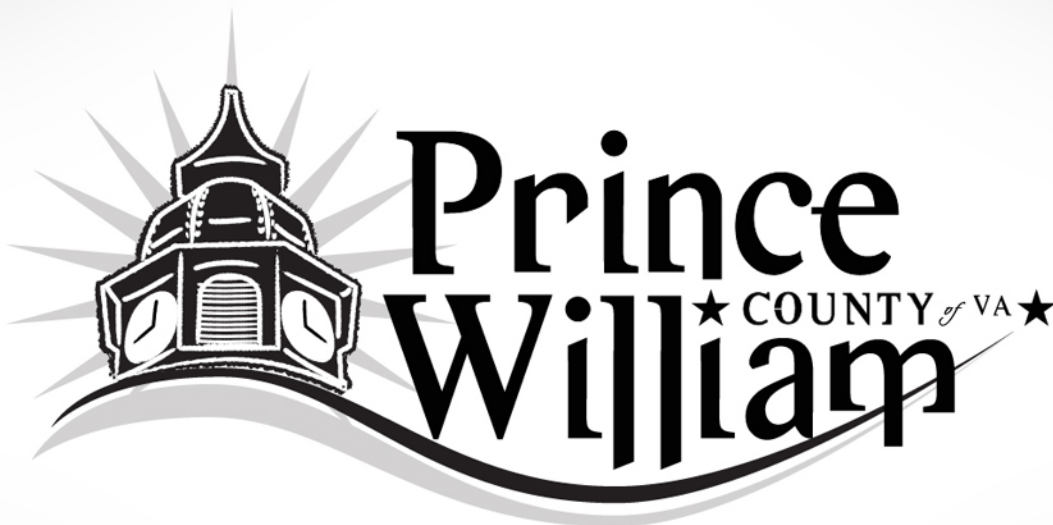
Rogue Shard Design - Logo development - Prince William County

Please find below several logos we have in development. We are presenting what we feel are the best concepts and have the most potential to encapsulate your comprehensive list of criteria, while using a wide variety of unique and different looks. You'll see a basic theme of trying to represent the many facets of Prince William County in each logo submission, some more complex than others. The colors used in these logos are merely suggestions and can be changed based on further development and discussion about what best represents your logo needs. In several of these submissions, we included a tagline that simply states "Grow With Us," as a way to further communicate the message that Prince William County is an inclusive, desirable place that is inviting and welcoming to all while, at the same time, full of upward potential.

Logo 1:

This logo uses the familiar clock tower landmark from Manassas VA. The clock tower speaks to the old history of Prince William County, but is set into a contemporary logo design. The curved line that frames the baseline of the logo serves two purposes. It mimics the rolling hills found in parts of the county as well as pushing the viewer's eye in a linear fashion from left to right and therefore creating a sense of movement. Additionally, this design uses a secondary stripe at the base coupled with a few hints of stars throughout to tie in the military (stars and stripes theme.) Overall we feel this logo has a good mix of historical and contemporary elements.

#1



Logo 2:

This logo uses various buildings to show a developed successful community with just a touch of history as represented in the clock tower. The rear buildings are being used to show commerce and a business infrastructure. The clusters of homes in the foreground are being used to show that the people who live here also can work here. We wanted this logo to show a snapshot of a place where everyone could work and live. A place that has history, but is up and coming. Additionally, on the baseline of this logo and also serving as a separator between the icon and textual, we have used stars and striped again to tie in the military theme. Lastly, the upward arc of the logo is being used to imply upward growth and therefore a sense of motion.

#2



Logo 3:

Lightly touching on the nature aspects of Prince William County, this simplistic logo uses plant leaves and two shades of green to express a clean, healthy environment, while a simple illustration of rising homes and buildings pay homage to the counties success and continuing growth.

#3



Logo 4:

Continuing with a simplistic approach, this logo has a more painterly look to it. Using flowing lines to represent the county's landscape, the left-to-right upward angle implies growth as well as a rolling landscape. Atop these lines rests illustrations of a home, office building, and once again, the clock tower. By placing these buildings in such fashion, it subconsciously gives the appearance and feeling of something to be looked up to. This particular logo would work both with the round gradient circle behind it or as a stand-alone illustration featuring just the buildings and landscape.

#4



Prince William
COUNTY
Grow With Us.

Logo 5:

Certainly the most abstract and complex of the bunch, Logo 5 is a much different approach on trying to incorporate many of the county's benefits and attractions into a single image. Using an outreached hand as a tree trunk, all of the simple drawings in this logo make up an abstract tree. All of the green icons are used as representatives of leaves on a tree and are loosely aligned into the shape of a crown, simply to allude to "Prince William." The simple icons used are meant to be straightforward and easily identified with the county: corporate offices, family homes, a school bus for education and a shopping bag for the county's popular shopping destinations. A family icon rests atop as both the top of the tree and the top of the crown shape. Again, the angles and shapes of the elements are aligned to an outward motion to represent growth.

